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**A SYSTEM AND METHOD FOR USING DYNAMIC WEB COMPONENTS
TO AUTOMATICALLY CUSTOMIZE WEB PAGES**

10 **ABSTRACT OF THE INVENTION**

The present invention involves a new system and process for
automatically customizing an Internet web page displayed via an Internet
browser or other application for displaying Internet web pages. Specifically, the
15 present invention uses a dynamic "Web Component" to automatically customize
web pages. Further, a Web Component according to the present invention uses
the same script and HTML for all implementations or instantiations of the Web
Component regardless of which, or how many, unique local clients make use of
the Web Component. This code reuse is accomplished by using entry web
20 pages, or "entry points," as described in further detail below, to set the value of
function properties or parameters of the Web Component for dynamically and
automatically generating a web page. The script and/or HTML source code of
the Web Component pages does not change based on each new implementation
or instantiation. Consequently, little setup work is required for each
25 implementation, and only a basic verification test pass is needed for each unique
automatically customized Internet web page.